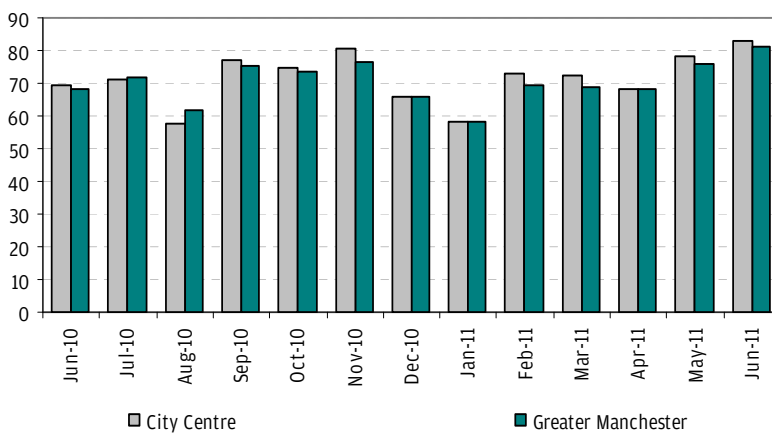


JUNE 2011

Hotel occupancy is measured within Greater Manchester through the hotels subscribed to the STR Global occupancy tool. The project is funded by the Northwest Regional Development Agency (NWDA).

Greater Manchester monthly average: 81%
City centre monthly average: 83%
City centre weekend average: 87%
City centre weekday average: 81%

Monthly Room Occupancy June 2010-June 2011



The average monthly occupancy rate in the city centre was 83% which was the highest for the month of June since records began in 2000. This compares to 69% in June 2010, with the weekend average in June 2011 being 87% compared to 67% in 2010 and the weekday average being 81% compared to 72% in 2010. An average monthly occupancy rate of 80% or above has not been reached for June since 2005.

Key dates for June 2011 occupancy levels

Wed-Thu 22-23 June 2011

98% was reached on these consecutive dates when the US show cast 'Glee' performed at the M.E.N. Arena.

Tuesday 07 June 2011

97% was reached during the Take That tour at the City of Manchester Stadium.

Saturday 11 June 2011

97% was also reached on this date during the Take That tour and Manchester Central hosted an exhibition.

Note: The occupancy levels in this section are taken from the city centre sample.

Sample size: City centre 26 properties - Greater Manchester 64 properties

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FUTURE EVENTS

The events below are just some of the upcoming events that are likely to have a significant impact on hotel occupancy.

August 2011

- 05 August Old Trafford
Man Utd v New York Cosmos (friendly)
- 07 August various venues
Manchester Skyride cycling
- 08 August LCCC
England v Sri Lanka 'A tour'
- 13 August Alexandra Park
Manchester Caribbean Festival
- 19-29 August various venues
Manchester Pride
- 21 August Velodrome
National Track Championships
- 22 August Old Trafford
Manchester Utd v Tottenham Hotspur
- 27 August Old Trafford
Manchester Utd v Arsenal
- 27 August LCCC
England v Sri Lanka
- 31 August LCCC
England v India Twenty 20 Intl.
- 31 August M.E.N. Arena
Arcade Fire